Campaign to promote tourism

126. SHRI R.P. GOENKA:
SHRI EKANATH K. THAKUR:

Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that a nationwide campaign called *Atithi devo bhava* has been launched recently to sensitise and train some 26,000 key stakeholders in the tourist industry towards attracting more foreign tourists;

(b) if so, the details thereof and the present status of its implementation; and

(c) the details of any similar programe launched/proposed to be launched to give fillip to domestic tourism which remains a vast untapped market with immense economic implications?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOUDHURY): (a) Yes, Sir.

(b) 'Atithi Devo Bhavah' is a Social Awareness Campaign aimed at providing the inbound tourist with a sense of being welcomed by and to the country. The compaign targets the geneal public as a whole, while focusing mainly on the stakeholders of the tourism industry. The main components of the campaign are training and orientation to taxi drivers, guides, immigration officers, tourist police and other personnel directly interacting with the tourists, while simultaneously creating a brand equity for the trained persons. "Atithi Devo Bhavah" involes Sensitisation, Screening, Induction, Training & Orientation, Certification and Feedback of key stackholders of the Tourism industry in India. Approximately 20,500 stakeholders which include taxi drivers, porters, security staff, immigration and custom staff, railway employees have been trained.

(c) A programme for celebration of 350 years of the Taj Mahal has been launched.

Night view of Taj Mahal

†127. SHRI ABU ASIM AZMI: Will the Minister of TOURISM be pleased to state:

(a) whether the Supreme Court has given its permission to the tourists to see the Taj Mahal situated at Agra during night time also;

† Original notice of the question was received in Hindi.